

ADVERTISING

KFC plants secret in ad to counter ad-skipping technology

Psstt. KFC wants to share a secret. No, not that secret.

Colonel Sanders' herbs-and-spices recipe for Kentucky Fried Chicken is still safely locked away, but the chain unveiled a new TV ad Thursday that allows viewers to crack a hidden message if they play the spot back slowly on a digital video recorder or VCR.

The gimmick is aimed at countering the rise of technology that enables television viewers to skip past commercials faster than ever before.

“This is taking the exact opposition approach — rewarding viewers for taking the time to engage and be interactive with television,” said Tom O’Keefe, an executive at Foote Cone & Belding, the advertising agency that created the spot for KFC Corp.

For those savvy enough to solve the secret, the prize is a coupon for KFC’s new, sauce-drenched Buffalo Snacker chicken sandwich. The 99-cent Snacker debuted a year ago and is credited in KFC’s earnings rebound.

Source: [The Associated Press via MSNBC](#)